

Amendments to the Claims:

1-21 (Canceled)

22. (New) A method of ordering services using a mobile device, the method comprising:

providing a graphical user interface enabling a user of the mobile device to browse and select a plurality of services; and

generating and transmitting a text message to a service provider, in response to the user selecting the first service from among the plurality of services,

wherein the text message comprises a service code identifying the first service,

wherein the service provider provides the first service to the mobile device based on the service code, in response to receiving the text message.

23. (New) The method of claim 22, wherein the service provider generates a bill based on the service code.

24. (New) The method of claim 22, further comprising prompting the user to confirm selection of the first service.

25. (New) The method of claim 22, wherein the text message further comprises a unique identifier of the mobile device.

26. (New) The method of claim 22, wherein the text message further comprises a destination address of the service provider.

27. (New) The method of claim 22, wherein the service provider maintains a database comprising billing and account information associated with the user.

28. (New) The method of claim 22, wherein the first service is ordered from the service provider by way of a third party portal.

29. (New) A method of ordering a first service using a general computer or kiosk, the method comprising:

providing a graphical user interface enabling a user of the general computer or kiosk to browse and select a plurality of services; and

transmitting a service code identifying the first service to a mobile device of the user, in response to the user selecting the first service from among the plurality of services;

wherein the mobile device generates and transmits a text message comprising the service code to a service provider, in response to receiving the service code from the general computer or kiosk,

wherein the service provider provides the first service to the mobile device based on the service code, in response to receiving the text message.

30. (New) The method of claim 29, wherein the service provider generates a bill based on the service code.

31. (New) The method of claim 29, further comprising prompting the user to confirm selection of the first service.

32. (New) The method of claim 29, wherein the text message further comprises a unique identifier of the mobile device.

33. (New) The method of claim 29, wherein the text message further comprises a destination address of the service provider.

34. (New) The method of claim 29, wherein the service provider maintains a database comprising billing and account information associated with the user.

35. (New) The method of claim 29, wherein the first service is ordered from the service provider by way of a third party portal.